

REMARKS

1. The Office Action has rejected Claims 1 – 30 under the provisions of 35 U.S.C. §102(b) as being anticipated by U. S. Patent Publication No. 2002/0082989 (Cockrill). The Office Action states that Cockrill meets the limitations of the claims with reference being made to the disclosure at Paragraphs 0053 - 0056 and Paragraph 0069 in Cockrill. This rejection is respectfully traversed.

Applicant would direct the Examiner's attention to the amendments made to independent Claims 1, 13, 19 and 25 above to better define Applicant's invention over the cited Cockrill reference. More specifically, Claims 1 and 13 have been amended to emphasize the creation of an anonymous personal purchasing identification number through a proxy that is used as the sole identifier of the client for subsequent transactions over the Internet. Similarly, Claims 19 and 25 have been amended to clarify that the proxy server establishes an anonymous personal purchasing identification number for subsequent transactions, wherein the proxy server maintains a communication environment with the client that ensures the identity of the client remains anonymous outside of the proxy server.

Applicant respectfully submits that the Cockrill reference cannot meet the limitations of the invention as defined in amended independent Claims 1 and 13. Cockrill discloses a registration system that allows a transaction to proceed only after the registration of the client with the network. There is no teaching or suggestion within the Cockrill reference for the creation of an anonymous personal purchasing identification that would protect the identity of the client in subsequent transactions. Furthermore, there is no teaching or suggestion within the Cockrill reference of using a proxy server to establish the anonymous personal purchasing identification number for subsequent transactions.

Applicant's claimed method of conducting transactions is an overlay to systems such as is represented in the Cockrill reference. Applicant's process would establish an anonymous identification via a proxy server that would then be sent to do business in systems like that of Cockrill. The biggest difference is that the identification of the purchaser in systems, such as is disclosed in Cockrill, have associated in the transactional identification number the name of the purchaser, credit card numbers, addresses, etc. With Applicant's process, only the proxy server will know the true identity and related client identity information, which is established through the

validation process with the proxy server. After the identity is validated and a personal purchasing identification number is assigned, which is completely anonymous with respect to the client, the proxy server will conduct the financial transaction solely using the anonymous identification so that the identity of the client remains secure. Since the anonymous personal purchasing identification number is the sole identity on behalf of the client, only the personal purchasing identification number goes through the open network system (such as the Internet) as the anonymous identification of the client without exposing the client's name, credit card information, etc. to the seller.

The dependent claims establish additional steps of the process that cannot be met or made obvious by the cited Cockrill reference. For example, the payment of the financial transaction can be made via a credit card number associated with the proxy server that is only valid for a certain limited period, such as a time interval or a number of uses. Also, the proxy server can be utilized to provide limited specified information pertinent to the client, such as the delivery address to be released to a particular courier for the delivery of the goods purchased anonymously. Applicant respectfully submits that the limitations of these dependent claims are also not taught or suggested within the Cockrill reference. Accordingly, Applicant respectfully submits that these claims be passed to allowance with the respective independent claims from which they depend.

Similarly, the system claims of Claims 19 – 30 have been amended to clarify that the proxy server is used to establish an anonymous personal purchasing identification number for the client that is used as the sole identification of the client for subsequent transactions thus maintaining a secure communications environment that ensures the identity information associated with the client remains anonymous outside of the proxy server. The additional components of a virus protection engine, a firewall and data encryption to the proxy server prevent access into the proxy server to enable the particular identity information of the client to remain secure. Similarly, in independent Claim 25, the addition of a client validity engine, a personal purchasing identification engine and a credit card management engine provide components of the system to enable an anonymous transaction to be affected through the proxy server without divulging the identity or identifying information of the client.

Applicant respectfully submits that such systems are not taught or suggested within the cited prior art, and specifically by the Cockrill reference. There is no disclosure in Cockrill for

the establishment of an anonymous personal identification number by a proxy server to be used for subsequent transactions so that the personal identity information of the client is not transmitted to the seller.

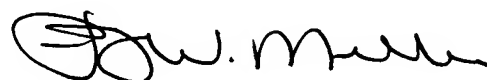
For the reasons given above, Applicant respectfully requests that this rejection be reconsidered and withdrawn, and that all remaining claims be passed to allowance.

2. In summary, Claims 1, 13, 19 and 25 have been amended and Claims 1 – 30 remain in the application. Applicant believes that the claims are allowable based on the foregoing amendments. Applicant respectfully requests that the rejections be reconsidered and withdrawn and that all claims remaining in this case be allowed.

Pursuant to currently recommended Patent Office practice, the Examiner is expressly authorized to call Applicant's attorney, if in his judgment disposition of this application could be expedited or if he considers the case ready for final disposition by other than allowance.

Respectfully submitted,

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